

PARTICIATORY DEVELOPMENT ALTERNATIVES (PDA)

FUNDRAISING POLICY

PDA has raised funds from a number of sources since its inception. This short policy document sets out PDA's policy on fundraising for the different categories of donors.

1. **Individual Philanthropic donors:** These have been the foundational source of funds for PDA. These are individuals who provide one-off sums to address specific issues. Our policy is to discuss and agree the use of these funds (some of which provide institutional support and others for specific programmes) on a case by case basis, providing reports directly to the donors and through our annual reporting and auditing processes. We thank all our Individual Philanthropic donors for their support.
2. **Institutional Donors:** PDA also solicits funding from institutional donors. Currently, PDA receives funding from ActionAid Nigeria to support our Local Rights Programme and Financial Policy Analysis work. These funds administered and reported to in line with the laid down policies of ActionAid and the MOU between the two entities. We appreciate the dedicated and continuous support from ActionAid Nigeria.
3. **Individual Giving Programme (IGI):** Recently launched, and the key mechanism for receiving public donations through PDA's online portal, IGI was conceived to increase the support of local individuals (especially from Ebonyi State) to expand PDA's impact in a sustainable manner. IGI has the following key features:
 - a. IGI is a monthly electronic-giving initiative (with four options to donate either N1000, N2000, N5000, or N10,000 monthly for an initial 24 month period). Administered online using the Paystack portal, when donors sign up, their funds will be automatically deducted (with prior notice) from their nominated accounts for an initial period of 24 months. Once subscribed, donors will have the option to unsubscribe at any point or extend support beyond the initial period. Funds will be used within existing and new programmes to increase PDA's impact.
 - b. PDA guarantees that 80% of every single donation will be used for direct programming with beneficiaries, while 20% will be retained for institutional and management costs of the initiative. IGI subscribers will receive an annual statement of account, indicating how their resources have been deployed within existing and new programmes.
 - c. In addition, IGI donors will receive a number of beneficial services – a monthly update Newsletter sharing the work of PDA, insights into policy successes, the opportunity to meet beneficiaries, and invitations to key activities of PDA. IGI donors will also receive automatic updates via our social media platforms - Twitter, Facebook, Instagram and via our YouTube channel. The PDA Communications and Fundraising Manager will engage with all donors of IGI at a personal level, inviting you to sign up to these media and channels as well as providing dedicated responses to any issues or queries you may have. Thank you in advance for your kind donations.

For further information about PDA's fundraising and donor accountability approaches, please do not hesitate to contact us using our contact details on the website.